

Energy Action Month Campaign Report

Fiscal Year 2013

**Office of the Assistant Secretary of the Air Force for
Installations, Environment, and Logistics
and Air Force Major Commands**



February 2013

FY13 SAF/IE & MAJCOM Energy Action Month Campaign Report

Executive Summary

This report provides an overview of outreach and engagement initiatives to foster an energy aware culture undertaken throughout the Air Force during Energy Action Month (EAM) for Fiscal Year 2013 (October 2012). The report begins with a snapshot of EAM activities undertaken by the Office of the Assistant Secretary of the Air Force for Installations, Environment & Logistics (SAF/IE), and proceeds to showcase the initiatives undertaken across the Major Commands (MAJCOM).

Eighty bases participated by leveraging a list of suggested activities provided by SAF/IE and going above and beyond by identifying their own initiatives to further promote the Air Force's energy messages. Development of the plan and execution of its initiatives was achieved through strong collaboration between SAF/IE, the Air Force Civil Engineer (AF/A7C) - specifically the Air Force Civil Engineering Center (AFCEC) - and Air Force Public Affairs (SAF/PA). Each of these offices brought forth their unique expertise, communications resources and hundreds of staff at bases around the world to make this campaign a success. More specifically, this collaborative effort resulted in:

- 64 Commander's Calls
- 21 base-wide Energy Days
- 14 bases held competitions to reduce energy
- 31 bases used banners or marquees at their main gate
- 17 Bases released or linked to energy videos online
- 250+ posts to 33 Facebook sites
- 84 news stories in Air Force media and 22 news stories through external outlets
- 19 links to the Outreach Module or Air Force Energy website

These are just a few of the more than 40 different types of activities initiated at bases around the world that will be detailed below but the true measure of the success of the campaign is in how well it met its objectives. The EAM Plan established two primary purposes for the campaign:

- 1) Increase awareness that energy is critical to the Air Force.
- 2) Leverage increased awareness to change Airmen behavior to reduce energy consumption, share best practices, and identify innovative ways to increase energy efficiency.

Two tools will measure the effectiveness of the campaign in achieving these purposes. The first is the Internal Assessment Communications Group (ICAG) survey which polls a random sample of Airmen on their attitudes about a range of issues including energy. A baseline survey fielded before the campaign in August 2012 found that 33% of Airmen were somewhat aware of the Air Force's vision to "sustain an assured energy advantage in air, space, and cyberspace" and 27% of Airmen were not aware at all. The Air Force is in the process of fielding another ICAG survey to be administered in February 2013 that should show how much that awareness has increased.

The second measurement tool is the number of individuals who voluntarily took online energy training. The Energy Outreach Module was first put online in December 2011 and all Airmen were notified it was available and encouraged to take one or more of its six modules. During the EAM campaign, there were dozens of news stories that mentioned the training, links placed on 19 base websites and multiple other outreach efforts included it as part of messaging. As a result, 336 Airmen took the training in the month of October compared to an average of 52 users in the remaining 11 months of 2012.

Data for this report was submitted by MAJCOMs based on a template provided by SAF/IE. Counts of activities completed, number of Airmen and Community reached and bases participating are self-reported and in some cases based on best estimates of base personnel.



Pentagon Initiatives

Summary: SAF/IE, with executive support from the Office of the Deputy Assistant Secretary for Energy (SAF/IE), spearheaded the Air Force's efforts to capitalize on EAM as an opportunity to raise awareness and reinstate commitment to the Air Force's Enterprise Energy Priorities: **Improve Resiliency, Reduce Demand, Assure Supply, and Foster an Energy Aware Culture.** In partnership with SAF/PA, AF/A7C and AFCEC, IEN developed:

- Energy Key Talking Points
- Suggested Activity List
- Commander's Call speech
- EAM Campaign Plan
- EAM metrics spreadsheet
- Airman Energy Fact Sheet
- EAM 2012 news article
- EAM Splash screen
- Stories on Federal Energy Management Program Award winners

I AM AIR FORCE ENERGY:
Your Role in Achieving an Assured Energy Advantage in Air, Space and Cyberspace

Why is Energy Security Important?

- The Air Force spent \$9.7 billion on fuel and electricity in 2011—the equivalent of 12 C-27As, 12 C-17As, 36 MQ-9 drones and 26 F-22 fighters.
- The price of fuel is volatile and beyond the Air Force's control—increasing the strain on limited budgets. Every dollar we don't spend on energy allows us to invest that dollar into a high quality and ready force.
- There are risks to being solely dependent on traditional energy supplies. Reducing consumption reduces that risk and improves resiliency in the event of natural disasters, accidents, or attack.
- Energy is a critical component of all Air Force operations. Using energy in a smart way enables our warfighters, expands our operational effectiveness, and enhances national security.

What is the Air Force Doing?

- Through research and development efforts, the Air Force is identifying new technologies in engines, aircraft design and other areas to provide greater support to the warfighter and enhance combat capability while reducing fuel consumption.
- The Service is certifying its fleet to fly on three different alternative fuel blends.
- The Air Force has built 131 wind, solar and other renewable energy projects making it the second largest government purchaser of renewable energy.
- Through facility upgrades, more efficient processes and greater awareness of energy issues, the Service has reduced its energy intensity by 16% since 2003.

AIRMAN IN ENERGY

7th Logistics Readiness Squadron Fuels Management Flight

- The 7th Logistics Readiness Squadron Fuels Management Flight provided 13.7 million gallons of fuel to 12,000 vehicles and aircraft at HAFB.
- They established procedures to procure required equipment based on specific mission requirements rather than utilizing all assets saving \$15,000 in fuel costs.
- The team also provided extensive environmental awareness training to staff - evident in assumption of command and control over a contractor fuel release resulting in immediate recovery of 5,200 gallons of fuel saving \$100,000 in environmental remediation costs.

AIRMAN ACCOMPLISHMENT

Thunderbirds Fly on Biofuels:

- On May 29, 2011, the Thunderbirds performed a full flight demonstration at Joint Base Andrews, Maryland on a 100% blend of JP-8 and biofuel derived from plant oils.
- As the first aerial demonstration that used biofuels, the aircraft showed no difference in performance from traditional petroleum fuel.
- The Thunderbirds flight demonstration was one of many "firsts" accomplished by Air Force 6 in testing and demonstration of the capabilities of alternative fuels. Other milestones included the first transcontinental flight, the first supersonic flight and the first aerial refueling using alternative fuel blends.

I Am Air Force energy fact sheet

These products were in addition to seven original videos developed by SAF/PA highlighting energy success stories. All materials were distributed to public affairs officers around the world by SAF/PA, as well as to energy managers and civil engineering staff by AFCEC. They served as the source material for the hundreds of activities that would be completed by the MAJCOMs.

The Airman Energy Factsheet included a list of tips that Airmen could incorporate in their work and home. Of the 84 generated news stories on Energy Action Month in internal and external publications, over 20 articles referenced the daily tips either in the context of a recommended action, or as a success story that the base implemented.

SAF/IEA developed a logo and motto, “I Am Air Force Energy” which highlighted the central role Airmen play in achieving energy goals. The logo and motto resonated strongly with more than 25 articles referencing the “I Am Air Force Energy” message.



ACC Initiatives

Summary:

Bases Participating: **14**

Airmen/Community Reached: **200,000+¹**

Unique Types of Activities: **27**

Highlights:

- **Tyndall AFB:** Developed their own outreach campaign around the impact each Airmen can have if they are able to conserve one percent of their energy consumption. The “One Percent” campaign included posters and brochures (*see below*) that encouraged Airmen to be more efficient and provided practical energy saving tips.



¹ “Airmen/Community Reached” data is based on aggregate self-reported information from bases. Data is estimated based on a range of sources including actual attendance at events, readership of publications where news stories were placed, Facebook Friends, foot traffic in public locations where materials were posted, etc.

- **Creech/Tonopah/Nellis AFBs:** The weekly base newsletter, *Bullseye*, interviewed the Base Energy Manager who provided energy tips and challenged Airmen to be more efficient.
- **Davis Monthan AFB:** In partnership with the local utility, the base held an Energy Day that included a booth at the BX and provided energy fact sheets; showed success story videos and displayed energy saving equipment like model solar cars, stress bulbs, compact fluorescent lights, and monitor power strips. Sonoran Science Academy students who built solar race carts were invited to attend and recognized.



AETC Initiatives

Summary:

Bases Participating: **9**

Airmen/Community reached: **300,000+**

Unique Types of Activities: **32**

Highlights:

- **Overall:** AETC launched new training curriculum for all Airmen that will show them how they can incorporate energy into their specific job categories. This long-term initiative was timed to correspond to EAM and included a video that went out on October 1st with the message from the Secretary, Chief of Staff and Chief Master Sargent.
- **All AETC Bases:** 48 Facebook posts were drafted by nine bases that included energy tips and EAM events on base. The pages had a total of 24,000 “Friends” with 19,500 “Likes”.
- **Maxwell AFB:** The base held a Home Energy Expo in partnership with three utilities, two City of Montgomery Departments, and two State of Alabama departments where the Vice Commander of the base provided opening remarks. Materials developed for the event included: Five promotional banners, fact sheets, a “Maxwell Energy and You” brochure. The *Montgomery Advertiser* and WVAS 90.7 covered the event, the base newspaper “Dispatch” did a preview story and the Alabama Department of Economic and Community Affairs plans to include a story on the Expo in their November newsletter.



AFGSC Initiatives

Summary:

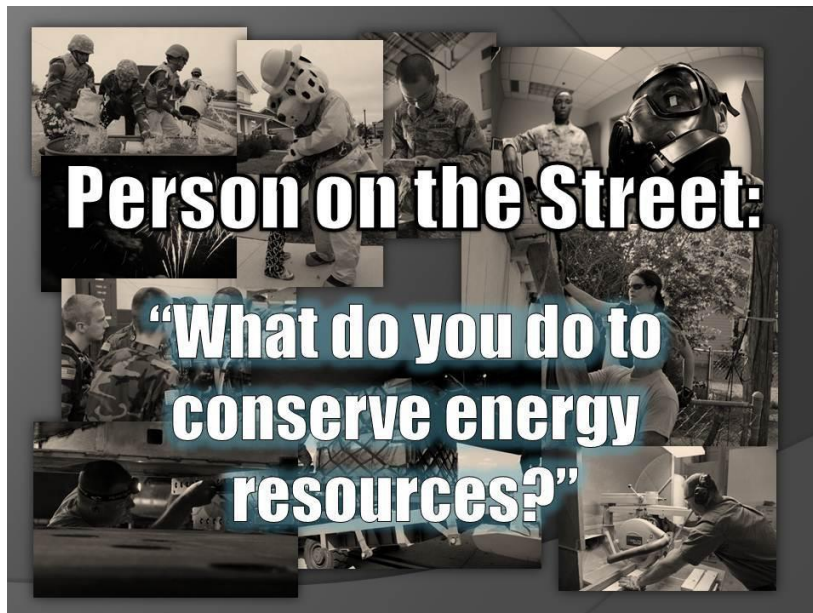
Bases Participating: **1**

Airmen/Community reached: **100,000+**

Unique Types of Activities: **19**

Highlights:

- **Whiteman AFB:** Daily pop-up messages on computer screens reminded all Airmen and base staff about energy action month when they logged into their computer.
- **Whiteman AFB:** Energy Awareness booths were set up at the Base BX, the main Base gym, and the Trails End Co-Club that included fact sheets and energy saving items. Drawings were held and 40 individuals received prizes which were printed with energy tips and included coins, emergency weather radios, thermal cups, water powered clocks, water efficient shower heads, homeowner's guides to energy efficiency and compact fluorescent light bulb packs.
- **Whiteman AFB:** An energy-specific Facebook page was created by the base that included energy tips and "man on the street" interviews with base staff asking: "What do you do to conserve energy resources?".



*Whiteman AFB
Facebook page*

*(Image courtesy
of AFCEC Energy
Express
Newsletter)*



AFMC Initiatives

Summary:

Bases Participating: **9**

Airmen/Community reached: **400,000+**

Unique Types of Activities: **42**

Highlights:

- **Kirtland AFB:** Four dormitories competed in a challenge to lower their energy consumption. As a result energy consumption in those four buildings was down 15% compared to the previous year.
- **Edwards AFB:** The energy team had a display at the annual Salute to Youth Conference in the Antelope Valley and did energy crafts at the Youth and Child Development Center. The installation commander signed an Energy Action Month declaration. The mobile utility conservation awareness van was parked at the BX and there were Energy Action Month posters and plaques at each entry gate.
- **Tinker AFB:** A media event with key Air Force leaders was held to highlight the launch of an Energy Savings Performance Contract at the base. The project could save enough energy to power 12,424 average homes a year. The event was reported on by four media outlets: *The Oklahoman*, *The Journal Record*, Oklahoma City TV, KOCO 5 (ABC affiliate), and *Air Force Technology*. Tinker AFB also held the first ever “Off We Go Energy Reduction Competition.” The 552nd Air Control Wing took first place through the implementation of energy saving techniques such as controlling temperature set points, turning off monitors and lights, resulting in a 24% reduction in energy consumption that will be incorporated into daily operating routines.



*Col. Steven
Bleymaier, 72nd Air
Base Wing and
Tinker installation
commander*



ARC Initiatives

Summary:

Bases Participating: **9**

Airmen/Community reached: **200,000+**

Unique Types of Activities: **21**

Highlights:

- **Dobbins AFB:** The base PA leveraged Twitter to reach more than 70 individuals through 25 energy-focused Tweets.
- **Youngstown AFB:** An article on Air Force Energy initiatives and EAM was published in the *Youngstown Tribune Chronicle* a local newspaper with a circulation of 200,000.
- **Dobbins/ Grissom/ Minneapolis-St. Paul/ Niagara/ Pittsburgh AFBs:** All five bases had energy-focused messages on marquees or banners at base entrances. These messages were seen by thousands of Airmen, staff and base visitors daily.



AFSOC Initiatives

Summary:

Bases Participating: **2**

Airmen/Community reached: **30,000+**

Unique Types of Activities: **15**

Highlights:

- **All AFSOC:** An email was sent from the AFSOC Vice Commander to Wing Commanders about Energy Action Month. The communication encouraged additional outreach from Wing Commanders down to their staff to reach all Airmen in AFSOC.
- **Hurlburt Field:** The base website was updated four times during the month with energy specific tips and information. The site received over 3,000 hits during the month.

- **Cannon AFB:** Using materials provided by SAF/IEN, the base put up posters in high traffic areas like the Commissary, Exchange, dining facilities and fitness centers. The energy team also distributed hundreds of energy brochures and fact sheets to Airmen and staff.



AFSPC Initiatives

Summary:

Bases Participating: **7**

Airmen/Community reached: **250,000+**

Unique Types of Activities: **27**

Highlights:

- **U.S. Air Force Academy:** Energy mascot, “Pete Light”, attended three Air Force home games. He was positioned at main entrances and walked around the stadium during the game. He also visited the base’s energy booth at the game which included electric cars and energy saving devices. **Schriever AFB** also had an energy mascot, Schriever Spark, who made appearances around the base.
- **Peterson AFB:** Lt. Gen. John Hyten, Vice Commander of AFSPC, recorded a video posted on AFSPC’s website on the importance of energy to the Air Force. The video is focused on how energy impacts AFSPC specifically and speaks directly to Airmen in the MAJCOM.
- **Buckley AFB:** Senior leadership sent an email to all Airmen and staff to encourage innovative ideas around improving energy efficiency. Rewards for participants included monetary facility improvement incentives and down days for winners. Eighty-two ideas were submitted some of which have already been implemented. The base also held a competition to remove unnecessary electric devices with the focus on total kWh saved verse facility occupancy. The facility with the highest kWh saved divided by occupant will be the winners with a secondary prize for the facility that removes the most mini-fridges receiving one full sized refrigerator.





AMC Initiatives

Summary:

Bases Participating: **12**

Airmen/Community reached: **300,000+**

Unique Types of Activities: **23**

Highlights:

- **Grand Forks AFB:** The base website was updated three times with energy related stories over the course of the month. During that time the site had 31,153 visitors with 120,510 page views. They also posted energy items seven times on their Facebook site which includes 941 Friends.
- **Scott AFB:** AMC pitched eight media outlets including local news affiliates, Popular Mechanics and British trade publications on energy initiatives implemented by the MAJCOM. **Joint Base Charleston** had a commentary published in the local newspaper *Patriot*.
- **Pope Field:** Held one of the five Fun Runs or Mud Runs that were coordinated at bases during EAM. The Pope Field run included 200 participants and promoted energy awareness. Other runs were held at **Ellsworth AFB, Osan AFB, Tinker AFB, and Altus AFB.**



Airmen compete in one of five Mud Runs.



PACAF Initiatives

Summary:

Bases Participating: **5**

Airmen/Community reached: **200,000+**

Unique Types of Activities: **24**

Highlights:

- **Kunsan AFB/ Misawa AFB:** Both bases included energy efficiency training in newcomer briefings. Each base held one briefing a week for a total of 10 during the month of October reaching more than 300 new staff and Airmen.
- **Misawa AFB:** Air Force personnel went to schools and talked to children about energy efficiency. They provided coloring pages and energy fact sheets to second graders.
- **Kadena AFB:** During October, the base promoted its summertime “Power Nap” initiative to internal and external media. Stories ran in the *Okinawa Stars and Stripes*, Air Force Civil Engineer website, Kadena AFB Facebook page and PACAF website. The initiative encourages Airmen and staff to turn off appliances, lights and other items especially during the afternoon hours in the summer months. Due to these efforts, the base consumed eight million fewer kWh in 2012 than during the same period in 2011.



USAFE Initiatives

Summary:

Bases Participating: **9**

Airmen/Community reached: **200,000+**

Unique Types of Activities: **36**

Highlights:

- **All USAFE:** All flying wings were required to conduct fuel efficiency briefs with air crew prior to their sorties. This included briefings with 740 individuals.
- **Ramstein AFB:** A media event at the base included interviews with the squadron commander and base energy manager. AFN morning radio interviewed the CE Squadron commander, Lt Col Jarrett Purdue, and Base Energy Manager, Amanda Mehrtens, detailed current projects planned, the cost of energy in the local area, and tips for saving energy at home and work.
- **Incirlik AFB:** On the base website, a banner was posted with a link to the AF Energy Initiatives. The base also produced its own video with a link from the website to YouTube. Four other USAFE bases posted web stories, tips and other content as well including: **Aviano AFB, Lakenheath AFB, Mildenhall AFB, and Spangdahlem AFB.**



*Incirlik AFB energy
Action Month
video*

Appendix A: Lessons Learned

Coordination, outreach and activities for Fiscal Year 2013 Energy Action Month expanded greatly on efforts from the prior year. The SAF/IE, PA, AF/A7C and AFCEC team leveraged experience from previous campaigns and look to continue to improve for the Fiscal Year 2014 campaign. The following are lessons learned to incorporate into future planning.

- **Start earlier in the year:** In 2011, EAM planning began in August and in 2012, planning started in June. This additional time allowed for greater coordination between offices and resulted in many more activities at the headquarters and base level. Even with this earlier start, a number of activities would have benefited from more time to plan. Two specific areas that would have benefitted from additional time include:
 - **Videos** - Video production takes months to script, vet, shoot and edit content especially considering most of the videos developed in 2012 were filmed at bases and then edited and reviewed at the Pentagon. After action reporting also found that eleven videos, in addition to the seven distribute by SAF/PA, were distributed by bases and MAJCOMs. With additional time, SAF/IE and SAF/PA can coordinate with bases to leverage the videos they are producing to expand reach, avoid duplication of effort and reinforce messaging.
 - **Media Events** – It was agreed in planning for both 2011 and 2012 that large media events celebrating major energy initiatives would be a crucial element to a successful campaign. In 2011, events were held at Los Angeles AFB to highlight the planned all-electric non-tactical vehicle fleet and at the Massachusetts Military Reservation where two wind turbines were brought online. In 2012, an event was held at Tinker AFB to highlight the signing of an Energy Savings Performance Contract that would greatly reduce the base's energy consumption. These events require extensive coordination with the base, SAF/PA, SAF/IE, and key offices involved in the initiative to ensure projects are on schedule, of interest to media, and logistically feasible given the schedules of key personnel. Locking down all three of these items require a good deal of planning and an early start can be a great asset.

In 2013, it is recommended that planning start in April or May to maximize success of the EAM campaign.

- **Increase coordination with MAJCOMs:** After action reporting from bases illustrated the amazing breadth and depth of commitment to EAM at the base level from public affairs, civil engineers and others. If SAF/IE (and other bases) knew what their Air

Force colleagues were doing before or during the month of October there were many opportunities to coordinate and build on each other's activities.

- **Collateral material** - Tyndal AFB had their own 1% campaign encouraging Airmen to reduce energy use by 1%. SAF/IE had access to their energy tips, fact sheets, collateral and vice versa which benefitted both offices. But other bases had their own programs and messaging that would have benefitted from collaboration with IE.
- **Mascots** – More than half a dozen energy mascots were reported with names like “Sgt. Kill-a-watt”, “Ray” and ‘Toby Globy” each backed by a committed energy efficiency team at a base or MAJCOM. A competition between these mascots and their bases could be a fun way to reduce energy consumption at the bases and educate Airmen. There could also be a blog where each mascot provides periodic content.
- **Videos** – Eleven videos were used by bases and MAJCOMs in addition to the seven developed by SAF/PA. It would be very beneficial to share those across bases and the team leading the EAM effort at the Pentagon to increase reach, ensure consistency of message and build on targeted energy tips.
- **Competitions** – Fifteen bases held some type of competition from dorm energy reductions to energy efficient idea submissions. Sharing these across bases and in some cases building on them to create base to base competitions can greatly increase their impact and spur action by Airmen.
- **Outreach to AFCent:** The action group developed between SAF/IE, SAF/PA, AF/A7C and AFCEC, did not reach directly to Central Command to promote or report on EAM. This omission left out a large group of Airmen who have a significant impact on energy use, especially operational energy. It is recommended that they are included in all communications regarding EAM and additional steps are taken to connect in advance of the summer so they up to speed on best practices from other MAJCOMs.
- **Increase use of social media:**
 - **Link Air Force Twitter accounts** – In addition to the IE account, six other bases or MAJCOMs utilized Twitter to get out messaging on EAM. These accounts should all be connected so that each can promote the other and expand reach.

- **Use #IAmAirForceEnergy hash-tag** - Energy Action Month is observed across all of federal government and even private sector energy companies participate. All reference #EnergyActionMonth and it makes it difficult to separate out information exclusive to Air Force Energy Action Month efforts. The #IAmAirForceEnergy hash-tag, captures Air Force specific topics and allows for easier tracking. @AFEnergy may also want to consider changing its icon to the “I Am Air Force Energy” logo.
- **Link Facebook accounts** – 32 Air Force Facebook sites posted 225 items relating to EAM. Like Twitter, most of these accounts were not connected. By promoting accounts to the “Friends” of similar accounts, each Facebook page can expand its reach and the impact of its posts. Also “Likes” and reposts of others contents grows exposure across a broader Air Force/Energy community.
- **Mascot blog** – There are at least seven base mascots around the world supported by strong energy teams. Each could post on a shared energy blog updates about EAM activities at their base. This would allow bases to share what they are doing and build on the sense of competition between bases. Examples could include “Pete Light” at Air Force football games, Sunny Greenwatts participating in a Mud Run, or Capt. Kil-a-watt posing with second graders at a local elementary school.
- **Revised metrics:** In 2011, EAM after action reporting was mostly anecdotal and varied widely between MAJCOMs. In 2012, SAF/IE developed a spreadsheet that listed potential activities and specific types of data for reporting. This led to much more extensive reporting from MAJCOMs with data that could be compared between MAJCOMs and combined to provide meaningful Air Force-wide metrics. In 2013, it will be important to build on this reporting structure to eliminate activities that were not germane, add new activities reported this year, and develop a more streamlined reporting process.

Appendix B: IE Social Media

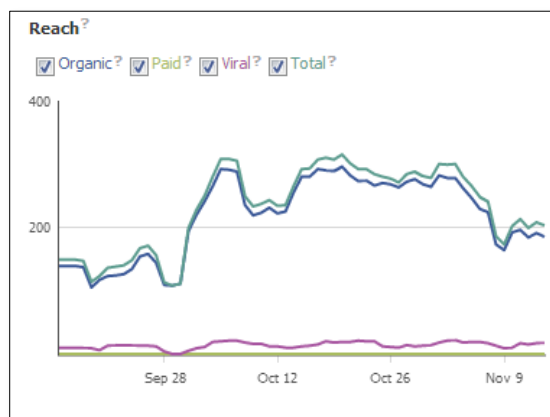
Facebook

The Air Force Energy Program Facebook page (<https://www.facebook.com/AirForceEnergy>) served as an integral outreach tactic to amplify the impact of Energy Action Month.

Highlights:

- **From 1 October to 31 October, SAF/IE posted 84 unique entries to the Air force Energy Program Facebook.** These posts incorporated key Energy Action Month messaging and included tips to encourage energy efficient behavior at home and at work, videos of energy success stories across the Air Force and linked photos and news stories from other Air Force bases.
- **An average of 300 people read each of those posts.** This is double the average post views from September (150).

Facebook views (September – November 2012)



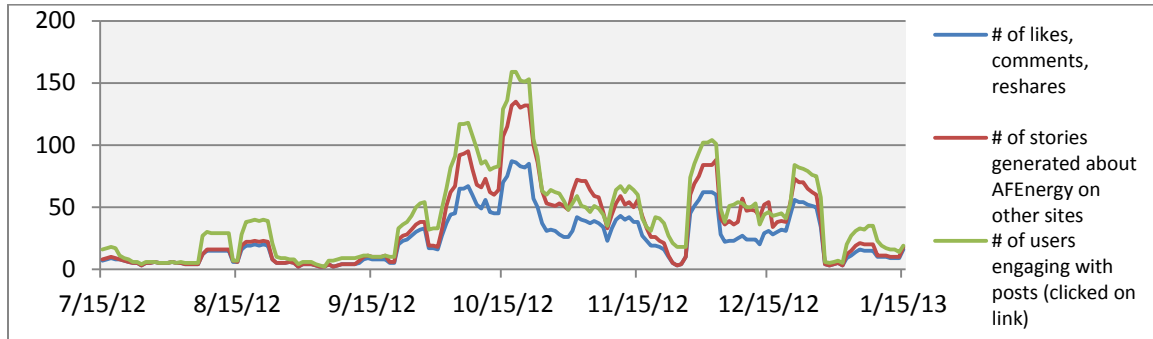
Organic reach (dark blue) refers to individuals who navigated to the AFEnergy Facebook page to read content.

Viral reach (purple) refers to the individuals who accessed AFEnergy Facebook content via a secondary point of connection—a friend of an existing fan.

Total (Green) Combines individuals reached organically and virally.

- **Activity during October spiked and brought sustained interest to the AFEnergy page since then.** The weekly metrics graph below shows the increase in engagement on the AFEnergy Facebook page during October and the subsequent interest in November and December.

Weekly Metrics (July 2012 – January 2013)



The weekly metrics graph illustrates a sustained increase in likes, posts and comments, stories generated on other Facebook sites about Air Force Energy, and users engaging with the posts. Before Energy Action Month from July 2012 to September 2012, an average of 12 users interacted with Air Force Energy posts. The average increased to 52 users during Energy Action Month. After Energy Action Month, the average number of users interacting with the Air Force Energy page sustained at 28.

	Jul 12- Sept 12	Oct 12 (EAM)	Nov 12 – Jan 12
# Likes, Comments, Re-shares	9.7	52	27
# of Stories about AFEnergy	10.5	79.6	39.4
# of Users Engaged	16.8	95.5	46.2
Total Averages	12.33	52.36	27.53

- **The content that resulted in the most interaction (likes, comments, and shares) on Facebook featured real success stories from bases around the Air Force.** We can conclude from this that our stakeholders hold value in examples of peer success and have a greater connection to energy in the context of a trusted messenger.
- **People who like the AFEnergy Facebook page are 33.9% Female and 64.9% Male in 35-44 age group.** According to the Air Force personnel demographic details listed (www.afpc.af.mil/library/airforcepersonneldemographics.asp), 18.9% of enlisted Airmen are women, and 85% are men. Based on this comparison of gender composition in Facebook followers versus actual force representation, women are more widely engaged in Facebook than men. Using this information, Air Force can more specifically target messaging on Facebook to the female Airmen.
- **Users engage most with posts that involve videos or another type of visually stimulating media.** We can leverage this knowledge in the future to post more engaging entries and encourage further sharing of posts.

Twitter

The strategy for Twitter was to post valuable content via the @AFEnergy account (<https://twitter.com/afenergy>) and partner Twitter accounts to maximize reach among key stakeholder groups. Six partner Twitter accounts at various Air Force bases put out more than 100 tweets during the month. SAF/IE, which manages the @AFEnergy account posted 11 original tweets and retweeted 12 others. Tweets consisted of energy activities taking place on bases and MAJCOMs, and website and energy tips encouraging discussion of Air Force energy priorities. The #IamAirForceEnergy and #EnergyActionMonth hash tags were used in tweets to track conversations and trending topics.

Results for Energy Action Month include:

- **@AFEnergy had 130 followers** by the end of the month that includes Airmen, private industry, and government agencies that share similar interests.
 - 50 followers prior to Energy Action Month.
 - Notable followers include @AirForceGC, @AndrewsAirForce, and @USAF_ACC
 - Significant growth over the month is a result of providing energy information that's valuable to the industry, airmen and their families on a regular consistent basis
- **@AFEnergy follows 286 other users** in private industry, academia and government such as @USAF_A_Research, @39_ABW, and @97AMW.
- **From 1 October to 31 October, SAF/IE posted 22 original tweets** on @AFEnergy.
 - Notable posts by @AirmanMagazine, @AirForceTimes, and @USAF_Research
- 2 total tweets about #IamAirForceEnergy
- 18 total tweets about #EnergyActionMonth

